

KEEPING UP WITH SOCIAL MEDIA

Fellowship Program



Everyone is aware that social media has changed the way businesses, organizations, and institutions are reaching out to new employees, members, or supporters as well as staying connected to its current members and employees. The IAEA Fellowship Program, administered in the United States by the International Programs at Argonne, has also begun to use the popular professional social network LinkedIn as part of its plan to stay connected to IAEA fellows and hosts long after the completion of their fellowships.

In order to provide a safe, positive and inviting forum for participants and hosts to interact, discuss current events related to the nuclear world, share ideas and promote the IAEA's fellowship program, we created a LinkedIn group called "U.S. IAEA Fellowship Program." This is an exclusive group open only to fellows or hosts who have received or provided training in the United States.

Having a LinkedIn group specifically for fellows and hosts from the U.S. has allowed us to easily share information with the members such as surveys, program updates and links to featured fellowship profiles on our website. More importantly, the discussion board allows members to post questions or comments to the entire group in order to get feedback on any

number of topics from housing during their fellowship to upcoming workshops at their institutions. New members are also encouraged to post a summary about their current work and how it has benefited from their fellowship.

In addition to the discussion board, the group also receives daily news feeds from the IAEA Daily Press Review, Top Stories and Features from the IAEA's website, as well as important information from the IAEA homepage. These topics are often closely related to the training of current or past fellows and provide an exciting way to read news articles and discuss their implications for the scientific world with other members.

When the group first began, all past fellows and hosts were invited to join. Now, each time a fellow begins training an invitation is sent to them and their host. Currently the program has 81 members, and hopefully as LinkedIn grows and gains more popularity, more past and present fellows will create accounts and be able to find and join our group. It is our goal for this group to become an ever-growing community to foster relationships between hosts, fellows and the ever-changing nuclear field.

MAKE THE MOST OF YOUR

Online Presence



By now you've probably realized the inevitability of social media participation, either for professional or personal use, and the likelihood is that at some point a recruiter or hiring manager will type your name into a search engine, whether you're actively looking for a new opportunity or not. So what will be found? And will your online persona be dressed to impress?

Here are a few tips to establish (or clean up) your web presence.

1 Search for yourself online or in the social networks you participate in - not just by name but also by keywords associated with your field. Are you findable and how could you be more

searchable? For example, your LinkedIn tagline doesn't have to be your current position title, especially if it reveals very little about you (ex. Program Assistant). Describe your work so that a stranger will want to view your profile.

2 Whichever social network you're using, set up a customized URL. Now instead of a series of random letters and numbers, your profile has your name in its web address which makes your page more findable.

3 Unless you're concerned about discrimination, use an engaging photo. Pictures bring a profile to life, making you more personable.

Especially for networks like LinkedIn, keep it to a simple well-cropped headshot (and nix the Hawaiian shirt).

4 Read over the description of your work experience as if you were someone else. Does it represent you well? Beyond a list of skills, duties and technical jargon, is there a clear picture of your accomplishments and contributions? Are there typos?

5 Re-check privacy settings. Some networks regularly upgrade to make their information more findable online, so to keep the Christmas party photos limited to close friends, set an occasional reminder to check your settings.

